

Performance Measurement in Context Seminar

December 21th 2009

(From 19:00 to 20:30)

Performance measurement enables investment management firms to evaluate the effectiveness of their strategies and to explain the sources of returns to existing and prospective clients.

Dr. Phillip Lawton, Head of CIPM Program at CFA Institute, will explain the role of performance professionals at an organization that employs a “top-down” investment decision-making process and claims to comply with the Global Investment Performance Standards (GIPS®).

Firms that use a top-down process consider the relative attractiveness of countries and/or economic sectors before proceeding to select individual securities

Date: December 21th 2009 during the afternoon (from 19:00 to 21:00)

Place: IEB HEADQUARTERS, C/ Alfonso XI nº 6

For more information: [mail to: aa.administracion@ieb.es](mailto:aa.administracion@ieb.es)

19:00- 19:10.- Seminar Presentation

Mr. Pablo Cousteau.
Director of Specialized Programs at IEB

Mr. Borja Duran.
CEO, CFA Spain

19:10- 19:50.- Performance Measurement in Context

Mr. Philip Lawton, CFA, CMA, CIPM

- Heads the Certificate in Investment Performance Measurement Program at CFA Institute in Charlottesville, Virginia.
- PhD in Philosophy in the French-speaking section of the Catholic University of Louvain, Belgium.
- MBA degree at Northeastern University in Boston, Massachusetts.
- He has published extensively in the fields of philosophy and investment performance measurement, and he frequently speaks at industry conferences.

**19:50- 20:05.-Presentation of the CIPM Training Program
organizad by IEB**

Mr. Miquel Mora Santesmasas, CIPM

Academic Coordinator of CIPM Training Program

Mrs. Monica Gordillo San Juan, CIPM

Academic Coordinator of CIPM Training Program

20:05-20:30.- Open Debate and Conclusion of the Seminar